

以心相連 | Connecting with Heart

東華三院得以穩步發展，是建基於與政府及社會各界的良好合作關係和大眾給予的支持。本院不斷擴闊服務領域，在努力推廣企業品牌以滲入社會各階層的同時，亦會繼續積極維繫與持份者長久以來建立的關係。

The steady growth of TWGHs highly relies on effective cooperation with and generous support from the government and all sectors in the community. As its services continue to expand and penetrate into the community through corporate branding campaign, the Group also values and strives to maintain the long-term relationship with its stakeholders.

東華三院企業品牌推廣活動 Corporate Branding Campaign for TWGHs



由文地親手設計的「東華三院 x 文地貓特別版八達通」

"TWGHs x Mandycat Octopus Card" designed by Mandycat

東華三院「心中『相』你『膳』事大行動」

為進一步推廣東華三院關愛社群的企業形象，本院再度與本地著名插畫家文地合作，於二〇一四年九月至十二月期間，舉辦為期三個月的「心中『相』你『膳』事大行動」。文地為這項心意卡設計比賽的Facebook程式設計了多款插畫及紀念品，吸引市民大眾參與設計獨一無二的文地貓心意卡，在競賽之餘，更可向身邊人傳情達意。再者，大眾可於東華三院Facebook專頁投選最喜愛的心意卡，每錄得十次投票，東華三院即撥捐十元予社區飯堂「善膳軒」，津助有需要人士享用十元健康熱食套餐。比賽廣受年輕上班族歡迎，本院共收到約四百件參賽作品，錄得投票次數達一萬二千五百多次。

TWGHs Love and Care Charity Photo Competition

To further promote the caring image of TWGHs, a 3-month corporate branding campaign entitled "TWGHs Love and Care Charity Photo Competition" was organized by TWGHs, in partnership with the famous local illustrator Mandycat, from September to December 2014. Special illustrations for the Facebook App and souvenirs were designed by Mandycat to entice the public to join an e-card design competition and vote for their favourite designs via TWGHs Facebook App. For every 10 votes, TWGHs donated one free 10-dollar meal to "Food-For-All" Kitchen. The Campaign drew overwhelming response from the public in particular the young working adults, attracting nearly 400 entries and some 12,500 votes.



「心中『相』你『膳』事大行動」獲著名插畫家文地支持，設計多款插畫及紀念品。

Mandycat fully supported the Competition by designing special illustrations for the Facebook App and souvenirs.



透過Facebook及YouTube等流行的社交渠道宣揚「愛與關懷」的訊息。

The message of "Love and Care" was spread out via popular social channels such as Facebook and YouTube.



Relationship Building with the Group's Stakeholders

加強與持份者包括政府部門及外界團體的聯繫

董事局於二〇一四年九月組成訪問團前赴北京，向中央政府官員進行一年一度的官式拜會。董事局訪問團成員除向各位官員扼要介紹了東華三院在中醫、教育及社會福利服務的最新發展和與內地相關單位的合作與交流外，也特別提及今年的重大突破－重塑與海外華人聯繫的獨有歷史，讓東華精神發揚光大，傳揚海外。二〇一四年九月，本院更榮獲美國洛杉磯的華美博物館頒發本年度的「人道主義獎」，肯定了東華三院對於美國華人社區的影響力及貢獻。早於十九世紀末至二十世紀中葉，東華三院為已故海外華人將骨殖送返故鄉作原籍安葬，意義深遠。

在中央人民政府駐香港特別行政區聯絡辦公室的安排下，董事局分別與國家民政部李立國部長、國家教育部杜玉波副部長、國務院港澳事務辦公室周波副主任、中央統戰部傅鐵生副局長，以及國家中醫藥管理局于文明副局長會面，就醫療衛生、教育及社會福利服務等多個範疇的工作作出寶貴交流及探討協作空間。

此外，董事局於二〇一四年七月前赴澳門拜會澳門特別行政區崔世安行政長官及全國政協何厚鏵副主席，就港澳兩地醫療衛生服務及中西醫藥的發展，以及人才培訓方面的工作交換意見，並表達未來加強合作的意願。董事局此行亦拜會了澳門鏡湖醫院慈善會及澳門同善堂，彼此交流服務的經驗和心得。

Strengthening communication with stakeholders including government bureaux and external associates

The Board paid its annual visits to the Central Government Officials in Beijing in September 2014 to report the latest development of TWGHs' Chinese medicine services, education, community services as well as collaboration and exchange with the Mainland counterparts. This year, TWGHs was honoured to see its benevolent spirit, manifested by its unique relationship with overseas Chinese, gained international recognition. In September 2014, TWGHs was conferred with the "Humanitarian Award" by Chinese American Museum in Los Angeles, the United States for its significant contribution and impact on the Chinese American community. From the late 19th to mid-20th century, TWGHs provided bone repatriation services for the deceased Chinese in America or other parts of the world back to their hometowns in Mainland China. The service at that time meant a lot to the Chinese who longed to go back to ancestral home at the end of life's journey.

Through the kind assistance of the Liaison Office of the Central People's Government in the Hong Kong Special Administrative Region, courtesy visits were made to Mainland Officials including Mr. LI Ligu, Minister of the Ministry of Civil Affairs; Mr. DU Yubo, Vice Minister of the Ministry of Education; Mr. ZHOU Bo, Deputy Director of the Hong Kong and Macao Affairs Office of the State Council; Mr. FU Tiesheng, Vice Commissioner of the United Front Work Department, and Mr. YU Wenming, Vice Commissioner of State Administration of Traditional Chinese Medicine, to exchange views with them on the provision of medical and health, education and welfare services and to explore future collaboration opportunities.

Courtesy visits were paid by the Board to Dr. CHUI Sai On, Chief Executive of Macao Special Administrative Region of the People's Republic of China, and Mr. Edmund HO Hau Wah, GCIH, GML, GCM, Vice-Chairman of the Chinese People's Political Consultative Conference, in July 2014 to share views on the provision of medical and health care services, the development of integrated Chinese and Western medicine services and training for professionals in Macao and Hong Kong, and to express the wish for a closer tie between TWGHs and its counterparts in Macao. The Board also visited Kiang Wu Hospital Charitable Association of Macao and Macau Tung Sin Tong Charitable Society during the trip to exchange experience and views on service provision.

董事局又於二〇一五年二月前赴台北拜會馬英九先生，就東華三院與台灣在醫療及社會福利工作方面的交流和互訪取得的經驗和成果作出分享，並期望日後進一步加強雙方的聯繫與合作。

年內，董事局又拜會本港多個政府部門和醫院管理局，並舉辦聯誼活動，加強彼此的聯繫和分享東華三院在推動各項醫療衛生、教育及社會服務的工作與經驗，以爭取相關部門及醫院管理局對本院服務及發展計劃的支持。

本年度董事局先後拜訪了食物及衛生局、教育局、勞工及福利局、發展局、社會福利署、衛生署及醫院管理局。董事局於會面時就本院提升醫療衛生服務的質素、拓展教育服務、加強安老服務及扶貧等福利工作各方面的議題與有關官員進行討論、作寶貴交流，以及尋求相關部門對東華三院未來發展的支持。除進行各項官式拜會活動外，董事局亦於二〇一五年一月獲中央人民政府駐香港特別行政區聯絡辦公室設宴款待，以加強雙方的溝通和聯繫。

In addition, courtesy visit was paid by the Board to Mr. MA Ying Jeou of Taiwan in February 2015 to share the experience and outcomes gained from exchange programmes and reciprocal visits between TWGHs and relevant organizations in Taiwan on the provision of medical and welfare services. It was hoped that collaboration between TWGHs and its counterparts in Taiwan could also be strengthened in future.

During the year, the Board also organized social functions and paid courtesy calls to relevant government bureaux and the Hospital Authority to foster closer working ties with them and to share with them the Group's achievements made in the provision of diversified medical and health, education and community services for the local community. Support for propelling the Group's various services and development plans was also secured from the government bureaux and the Hospital Authority on the occasions.

Visits were made to the Food and Health Bureau, the Education Bureau, the Labour and Welfare Bureau, the Development Bureau, the Social Welfare Department, the Department of Health and the Hospital Authority. Through these visits, the Board exchanged views with and solicited support from the government officials and the Hospital Authority on issues pertaining to the improvement of medical and health services, the expansion of education services and the enhancement and development of elderly services and poverty alleviation work. In January 2015, the Liaison Office of the Central People's Government in the Hong Kong Special Administrative Region hosted a lunch for the Board during which communications and relationships between the Liaison Office and the Group were strengthened.



董事局北京之旅

Beijing Tour

of the Board of Directors

1. 國家民政部李立國部長（前排左五）與董事局訪京團合影

A group photo of the Board with Mr. LI Liguang (front row, left 5), Minister of the Ministry of Civil Affairs, PRC

2. 施榮恆主席（左三）及四位副主席致送由東華三院轄下「愛不同藝術」的視障長者親手編製的沙織畫作予國家教育部杜玉波副部長（右三）。

Mr. Ivan SZE (left 3), the Chairman, and 4 Vice-Chairmen presented a Saori art piece created by the Group's i-dArt as a souvenir to Mr. DU Yubo (right 3), Vice Minister of the Ministry of Education, PRC.

3. 中央統戰部傅鐵生副局長（右）與施榮恆主席交流東華三院的事務及發展。

Mr. FU Tiesheng (right), Vice Commissioner of the United Front Work Department, PRC, exchanged views on the development of TWGHs with Mr. Ivan SZE, the Chairman.

4. 國務院港澳事務辦公室周波副主任（前排右四）與董事局訪京團合影

A group photo of the Board with Mr. ZHOU Bo (front row, right 4), Deputy Director of the Hong Kong and Macao Affairs Office of the State Council, PRC

5. 國家中醫藥管理局于文明副局長（前排左六）與董事局訪京團合影

A group photo of the Board with Mr. YU Wenming (front row, left 6), Vice Commissioner of State Administration of Traditional Chinese Medicine, PRC

董事局澳門之旅

Macao Tour

of the Board of Directors



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6. 拜會澳門特別行政區崔世安行政長官（前排右五）

Courtesy visit to Dr. CHUI Sai On (front row, right 5), Chief Executive of Macao Special Administrative Region

7. 施榮恆主席（左二）及三位副主席致送紀念品予全國政协副主席何厚鐸先生（右三）

Mr. Ivan SZE (left 2), the Chairman, and 3 Vice Chairmen presented souvenir to Mr. Edmund HO Hau Wah, GCIH, GML, GCM (right 3), Vice-Chairman of the Chinese People's Political Consultative Conference

8. 拜會澳門同善堂

Courtesy visit to Macau Tung Sin Tong Charitable Society

9. 拜會澳門鏡湖醫院慈善會

Courtesy visit to Kiang Wu Hospital Charitable Association of Macao

董事局台灣之旅

Taiwan Tour

of the Board of Directors



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10. 拜會台灣馬英九先生（前排右五）

Courtesy visit to Mr. MA Ying Jeou (front row, right 5) of Taiwan

董事局拜會政府部門

Courtesy Calls

to Government Bureaux and Departments



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11. 參加立法會主席曾鈺成GBS太平紳士（前排右五）與六大慈善機構茶敘
Attending the tea reception hosted by Mr. Jasper TSANG, GBS, JP (front row, right 5), President of the Legislative Council, for 6 charitable organizations
12. 拜會食物及衛生局局長高永文醫生BBS太平紳士（左）及衛生署署長陳漢儀醫生太平紳士（右）
Courtesy call to Dr. KO Wing Man, BBS, JP (left), Secretary for Food and Health, and Dr. Constance CHAN, JP (right), Director of Health
13. 拜會教育局局長吳克儉SBS太平紳士（左）
Courtesy call to Mr. Eddie NG, SBS, JP (left), Secretary for Education

14. 拜會勞工及福利局局長張建宗GBS太平紳士（前排右六）
Courtesy call to Mr. Matthew CHEUNG, GBS, JP (front row, right 6), Secretary for Labour and Welfare
15. 拜會發展局局長陳茂波MH太平紳士（右五）
Courtesy call to Mr. Paul CHAN, MH, JP (right 5), Secretary for Development
16. 拜會醫院管理局行政總裁梁栢賢太平紳士（左）
Courtesy call to the Hospital Authority headed by Dr. LEUNG Pak Yin, JP (left), Chief Executive of the Hospital Authority

親善

Rapport



17. 中央人民政府駐香港特別行政區聯絡辦公室主任張曉明先生（後排右三）及中央人民政府駐香港特別行政區聯絡辦公室副巡視員羅智毅先生（後排左二）於二〇一五年二月二十五日到訪東華三院余振強紀念護理安老院。
Mr. ZHANG Xiaoming (back row, right 3), Minister of Liaison Office of the Central People's Government in the HKSAR, and Mr. LUO Zhiyi (back row, left 2), Deputy Inspector of Liaison Office of the Central People's Government in the HKSAR, visited TWGHs Yu Chun Keung Memorial Care and Attention Home on 25 February 2015.
18. 衛生署署長陳漢儀醫生太平紳士（右三）於二〇一四年四月十日到訪位於長沙灣的東華三院戒煙綜合服務中心。
Dr. Constance CHAN, JP (right 3), Director of Health, visited TWGHs Integrated Centre on Smoking Cessation located in Cheung Sha Wan on 10 April 2014.

19. 國家中醫藥管理局副局長于文明先生（左）於二〇一四年八月十三日到訪東華醫院。
Mr. YU Wenming (left), Vice Commissioner of State Administration of Traditional Chinese Medicine, PRC, visited Tung Wah Hospital on 13 August 2014.
20. 教育局局長吳克儉SBS太平紳士（右二）於二〇一四年九月一日到訪東華三院姚達之紀念小學。
Mr. Eddie NG, SBS, JP (right 2), Secretary for Education, visited TWGHs Yiu Dak Chi Memorial Primary School on 1 September 2014.
21. 律政司司長袁國強資深大律師（右三）於二〇一四年十一月十三日到訪東華三院何玉清工場暨宿舍。
Mr. Rimsky YUEN, SC, JP (right 3), Secretary for Justice, visited TWGHs Ho Yuk Ching Workshop cum Hostel on 13 November 2014.

協同

Collaboration



22. 參加中央人民政府駐香港特別行政區聯絡辦公室歡宴董事局的午宴
Attending the lunch hosted by the Liaison Office of the Central People's Government in the HKSAR
23. 澳門鏡湖慈善會到訪東華三院。
Delegation from Kiang Wu Hospital Charitable Association of Macao visited TWGHs.
24. 歡宴東華三院顧問局
Luncheon in honour of the Advisory Board of TWGHs
25. 與保良局董事會舉行聯歡晚宴
A joint dinner held with the Board of Directors of Po Leung Kuk
26. 與舊色園董事會舉行聯合晚宴
A joint dinner held with the Board of Directors of Sik Sik Yuen



維繫機構與歷屆董事局成員的網絡 Fostering and Maintaining Good Networking With Directors of Former and Current Boards

維繫歷屆董事局成員的聯繫

年內多次舉辦歷屆總理聚會及聯誼活動，讓歷屆及現任董事局成員保持緊密聯繫。現任董事局成員參與各科／處舉辦的典禮及活動，以示董事局對東華三院服務及活動的支持。為維繫歷屆董事局成員的友誼，本院於二〇一四年四月二十九日舉行東華三院歷屆總理聯誼會第一九八次聯歡晚會，席間一九六四／一九六五年度董事局主席何世柱GBS, SBS, OBE太平紳士分享他時任東華三院主席的珍貴回憶。此外，董事局亦藉着中秋佳節於二〇一四年九月十二日舉行「圓聚東華賀中秋」午宴，與歷屆主席及總理敘舊聯誼，期望他們繼續支持東華三院的院務與善業。

施榮恆主席（左五）與（左起）雲維熹總理、何世柱主席、孫秉樞主席、雲大棉總理、黎時煥主席、曾慶業總理及曾楊淑貞總理於東華三院歷屆總理聯誼會周年會員大會上合照

A group photo of Mr. Ivan SZE (left 5), the Chairman, with (from left) former Director Mr. Wesley WAN, former Chairmen Mr. HO Sai Chu, GBS, SBS, OBE, JP and Dr. Samson SUN, MBE, JP, former Director Dr. Tommy WAN, former Chairman Mr. LAI Sze Nuen, BBS, MBE, JP, Director Mr. York TSENG and former Director Mrs. Selena YOUNG TSENG at the Annual General Meeting of The Association of Past and Present Directors of TWGHs

Maintaining good networking with former and current Directors

During the year, social functions and gatherings were organized for former and current Directors to foster their relationship building. Current Board Members attended the ceremonies and functions initiated by various Divisions/Branches to show their support for the Group's services and activities. With a view to strengthening the network among former Board Members, the 198th Reunion Dinner of The Association of Past and Present Directors of TWGHs was held on 29 April 2014. During the dinner, Mr. HO Sai Chu, GBS, SBS, OBE, JP, Chairman of the Board 1964/1965 shared his treasurable memories of TWGHs. Besides, a Mid-Autumn Festival Gathering with Former Directors was held on 12 September 2014 by the Board with the aim of reuniting with former Board Members and soliciting their continued support.



施榮恆主席（第二排左六）與歷屆主席及總理於「圓聚東華賀中秋午宴」合照

A group photo of Mr. Ivan SZE (2nd row, left 6), the Chairman, with former Chairmen and Directors at the "Mid-Autumn Festival Gathering"



施榮恆主席（左十三）聯同多位副主席，與顧問局成員及歷屆董事局成員於「新春團拜」大合照

A group photo of Mr. Ivan SZE (left 13), the Chairman, with Vice-Chairmen, Members of Advisory Board, Former Chairmen and Directors at the "Spring Gathering in the Year of the Sheep"